

ABSTRACT OF THE INVENTION

The present invention provides the creation and the sale of a unique stand-alone right that entitles the holder to purchase event tickets. The right can be created and distributed to a holder by an entertainment entity, entered into a commodity exchange system, transferred to a new holder (if sold by the current holder), and converted into at least one event ticket (if so elected by the holder of the right). The disclosure presents an exemplary embodiment in which a right is distributed to a season ticket and to the general public. The right is entered into a secure register, and the holder can generate or accept quotes for selling the right. If sold, the right is transferred to the new holder. The current holder can exercise the right at a cutoff date in which the right is converted into at least one ticket for post-season games.